

**Murray Arts Advisory Board  
Minutes for March 20, 2012**

Attendance: Scott Mooy, Stephanie Pollei, David Christensen, Mildred Horton, Brandon Beckstead, Elaine Judd, Mary Ann Kirk (staff)

Excused: Shauna Hart, Jenny Simmons

1. Minutes for February 21 were approved with a slight revision that Scott Mooy is not an active member of the foundation. Scott noted that the foundation did not meet on March 15 because of the caucus. He is waiting to hear when the meeting will be rescheduled and he will let Mildred know because she would like to attend. Mary Ann said Lynn and Dorothy were visiting all city councilmen to determine city support for the project.
2. Mary Ann reported that the Lily's Crossing performance was excellent and well received at the school assembly with about 1000 attending. However, the evening show was poorly attended. She gave out over 700 comp tickets for school literacy awards and only 73 people came. Brandon said we should only anticipate 30% return on comps. Mary Ann said she would have been happy with that figure. She was hoping to have 150-200 people. She will go back to her normal daytime programs for Arts Power where we can fill the auditorium twice with school children. The fairy tale ballet was excellent and two matinee programs were presented for schools. Unfortunately, two schools cancelled at the last minute again which was frustrating because Susan Wright turned away other schools. The symphony concert was well attended with about 500 in attendance. They have invited other groups to perform with them which increases their audiences. Youth musicals have been going well and the last three are scheduled over the next month. Mary Ann encouraged board members to attend one. The literary judging is finished and will go up for display at the library over the next week.
3. Mary Ann reported that the city does not seem interested in providing funding for additional arts facilities in the new jr high. The county is starting their grant application process for next year with orientation meetings in a few weeks which we plan to attend. However, they still do not have criteria finalized for a regional center.
4. David explained the writers group he is involved with is willing to organize a half day workshop at the Murray Library. They have suggested charging \$10 that can go to the arts. They thought they could bring in 50 people. It could include a one hour free workshop about the Murray literary competition to build excitement for the competition. He suggested our literary competition not include non-fiction educational books. Mary Ann asked if the presenters would expect to be paid. She has normally paid a \$100 stipend for one speaker. David said the speakers would be happy with a \$25 dollar stipend. Mary Ann was worried about low attendance. David said his group alone would provide an audience base. We would send this out to our arts beat mailing list. Arts board members suggested we wait until January of 2013 so it is a month before entries are due next year.
5. Goals for 2012-2013 and a five year plan were reviewed. She quickly reviewed and explained how our goals and projects are tied to the city ordinance. This year we focused on the youth musicals. We also wanted to explore a youth choral and storytelling festival. We have supported a community choral festival with the two high schools. This year, we are introducing a children's choral concert involving the Young Choral Artists and two elementary choirs. Scott was worried these activities could be confused with each other. Mary Ann said the youth group did not use the "community choral festival" title.

We were not successful in getting a storytelling activity off the ground because the youth musicals

took a lot of time but was a possibility for next year. Stephanie liked the idea and thought it could connect well to the curriculum. There was some discussion about whether it could connect to Halloween because it lends itself to this type of activity. Elaine suggested connecting with history. Mary Ann will talk to Holly Robison and ask her to bring ideas on how this could be organized through all schools for next year.

Mary Ann noted that our board objectives include volunteer efforts. She asked if a volunteer coordinator might be appropriate. Elaine suggested finding a high school intern. Mildred suggested it might be more helpful to have someone longer term. Mary Ann thought maybe this could be advertised in the Murray Journal to see if someone might be willing to help find volunteers for 5-6 projects a year.

We also discussed an intern to develop social networking. We interviewed two people last year, but they both took paid internships. The communications department at the U of U said most were paid. Brandon said he did many unpaid internships. He thought maybe I should also talk to the business department. Mary Ann will try again.

Mary Ann asked board members if there were any other areas we felt needed to be addressed. Board members agreed that the programs we have and the few new ideas we are exploring are more than enough. Mary Ann would like to consider a dance festival again in two years with the winter Olympics. We have discussed a talent show for music winners but since they are all so different, this might be difficult. Stephanie reminded the board that they discussed exploring combining the competitions and winners such as the visual arts, music and literary competitions.

Long term goals were mostly related to the performing arts center and upgrades to the amphitheater.

6. Arts in the Park Marketing plans for 2012 were reviewed. It will include a few paid ads in the Murray Journal, Desert Star, and Utah Families. KDYL radio is a major sponsor with little expense. We can't afford other radio or major newspaper ads, but we do get some radio PSAs and general articles in the Trib and Murray Journal. We do hang signs and posters. IMC prints our season brochure free which is distributed through our mailing list and schools. The season is also included in our monthly email blasts. Our programs are included on NowPlayingUtah Website. Since we haven't had luck with finding an intern to help with social networking, Mary Ann has encouraged cast members to include it on their personal face book pages and email contacts. Brandon said he could help develop a facebook page. It is different for an organization versus an individual facebook page. Mary Ann said she doesn't know if she has the equipment or knowledge to upload photos and make it attractive. Brandon thought it could be made a little generic so it doesn't require too much time. We do provide comp tickets to various groups. Mary Ann didn't think we needed to use KSL "deals" for Joseph. We might use it for Little Women. She described a new option with the Utah PTA who will list our programs if we offer a discount for PTA members. We could offer a free child ticket with an adult purchase. Board members thought that the discount could be advertised to multiple groups for slow nights. There was some concern about the ages because children is defined as 12 and under and Little Women is not geared for younger elementary students. We could maybe word it to apply to school age students ages 8 and over. Other ideas included TV talk shows such as Goodtime Utah, Studio 5 and various "mommy" blogs. Fox News does an early morning show. We have been able to get TV stations to do weather as a remote on our amphitheater stage. Laura Bedore will push our musicals on her theater radio show. A few Murray residents are TV personalities such as Janeen Diamond and Heidi Hatch.
7. Mary Ann encouraged board members to provide names of artists in their neighborhoods which she can put on the arts beat mailing list.